

# Vision Zero

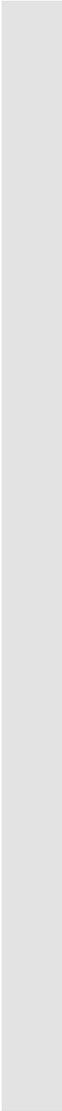
## Lessons Learned

Pedestrian Advisory Council  
December 1, 2014

Robert Anderson | Planning and Development Review  
Department

City of Austin





# Key Vision Zero Ideas

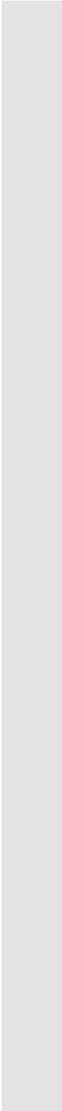
## Key Vision Zero Ideas

- “Vision Zero isn’t about perfecting human behavior. It’s about designing for reality.”
- Reduce emphasis on individual responsibility. Mistakes will happen.
- Turn attention away from cost-benefit approach
- Must adopt Vision Zero in a culturally contextual manner

# Marketing

## Marketing

- Say Traffic Crashes or Collisions. Don't say 'accidents'
- Need community advocacy groups to push Vision Zero from bottom – Need to get community to buy into safety
- Community groups as critical response when traffic fatality happens – keep as key issue
- Leading cause of death for 10-19 year olds



# Collaboration

## Collaboration

### Police Departments

- Need to investigate collisions and determine the cause (inattention, aggressive driving, etc.). The cause should inform how we modify our design, enforcement, and educational programs.
- In NYC, collision Tech Team re-stages crashes

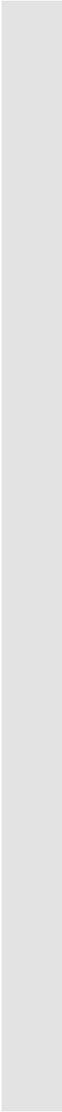
## Collaboration

### **Community**

- Community needs to be a primary driver in effort
- Advocacy groups need to engage in marketing to sell idea of safety

### **Agencies**

- Integrate key agencies into identifying problems and creating solutions



# Tools

## Tools

- Comstat and Trafficstat
  - Trafficstat convenes police commanders at micro-geography
  - Evaluates current conditions, statistics and modifies enforcement initiatives to align with new information (i.e., speeding fatalities)
- DDACTS (data-driven approach to crime and traffic safety) – NHTSA Report

## Tools

- PBCAT (pedestrian bicycle crash analysis tool)
- Vision Zero View – NY online map
- TransBase – San Francisco online geospatial database
- NY Health Data website – lists ped and bike injury data
- Technology
  - Automated enforcement
  - Speed limiters

## Tools

- Alcohol ignition interlocks
- Airbag control modules (“black boxes”)
- Fleet controls (distance, hours, speed, condition of vehicle)
- Death O’ Meters along corridors
- Graduated license programs

# Lessons for Austin

## Lessons for Austin

- Land Use is incredibly important
- Determine other local conditions for contextual adoption
- Limits of technology (open source tends to be inversely related to actual problems – wealth)
- Speed is major focus of effort – NYC example

## Lessons for Austin

- Criminal justice system needs to catch up (laws, enforcement, prosecution)
- Safety initiatives align with business interests
- Traffic enforcement is unglamorous role within Police departments – first cut in budget season
  - But, correlates with other crime
  - Don't have as sep. division

## Lessons for Austin

- Health Department should track injuries and hospitalizations
- San Francisco addressed Vision Zero in Comprehensive Plan update
- San Francisco's Vision Zero Task Force (30+ people) is ongoing
- Cultural change is necessary
  - Need to get people to buy into safety (i.e., passengers need to tell cab drivers they tip for safety)

# Next Steps

## Next Steps

- Council resolution assigned to the Planning Department
  - We'll get the Task Force set up this month
- Participate with national collaborators on national best practices, knowledge sharing
  - Compendium of research
  - Vision Zero Principles
  - Better data capture
  - Police officer training standards
  - Standardization of crash data
  - Strategy for reducing speed limits

**IMAGINEAUSTON** 

**Our Plan for  
Austin's Future**



- Community-wide vision
- Guide for managing change
- Reference for decision-making
- Direction for more detailed city plans, investments, initiatives
- City's "To-Do" List
- Benchmarking and tracking

About Imagine Austin: Purposes



Regional Center



Activity Corridor



Activity Corridor



Town Center



Neighborhood Center



# Inside the Plan: Centers & Corridors

# Invest in a compact and connected Austin



# Create a Healthy Austin program



# Questions

Robert Anderson

512-974-6405

[robert.anderson2@austintexas.gov](mailto:robert.anderson2@austintexas.gov)

Austin Planning and Development Review Department  
Comprehensive Planning Division

